



# **Demand Reduction**

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## **Guidance and Talking Points:**

### **Red Ribbon Campaign**

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- Thank the sponsoring organization/individual(s) for the invitation to speak.
- Introduce yourself - provide background about yourself – who you are and what you do.
- Tell the audience the main topics that you will speak about.
- What does DEA do?

### **Red Ribbon Week**

Red Ribbon Week – October 23-31 – You may remember the events of this commemorative week from elementary school – Red Ribbons that you wore during the week, the bookmark contest, people like me coming to your class to talk....

I would like to remind you about the history of why we have Red Ribbon Week...

- On February 7, 1985, Enrique ("Kiki") Camarena, a Drug Enforcement Administration (DEA) Special Agent (SA), was stationed in Guadalajara, Mexico. Kiki had been in Mexico for more than four years and was on the trail of Mexican marijuana and cocaine drug traffickers.
- At 2:00 p.m. on that fateful day, Kiki was going to meet his wife Mika for lunch. As Kiki was about to enter his truck, five men approached and shoved him into a beige Volkswagen, and sped away. That was the last time Kiki was seen alive.
- Kiki's body was found one month later in a shallow grave, 70 miles from Michoacán, Mexico. He had been beaten and brutally murdered.
- Shortly after Kiki's death, Congressman Duncan Hunter and Kiki's high school friend Henry Lozano launched the "Camarena Club" in Kiki's hometown of Calexico, California. Hundreds of club members pledged to live drug free lives to honor the sacrifice of Kiki.
- In 1988 the National Family Partnership coordinated the first National Red Ribbon Week with President and Mrs. Reagan serving as honorary chairpersons. Since then, 80 million people participate in Red Ribbon activities each year.
- Red Ribbon Week is a uniform way for communities nationwide to take a stand against drugs and drug use. The Red Ribbon events and activities help educate individuals, and families, about the destructive effects of drug use. This year, Boy and Girl Scouts across the United States will join us in commemorating Red Ribbon Week. This is a partnership

we are very proud of. For more information on the program, please go to [www.JustThinkTwice.com](http://www.JustThinkTwice.com).

- There are lots of ways to celebrate Red Ribbon Week and every part of your community can get involved. There are activities you can participate in or even initiate! The DEA Web sites, [www.dea.gov](http://www.dea.gov) and [www.GetSmartAboutDrugs.com](http://www.GetSmartAboutDrugs.com) have information about Red Ribbon Week and how you can get involved.
  - Wear red ribbons and distribute them to your friends, family, volunteers, staff, and employees.
  - Sponsor a Red Ribbon Week activity such as a fun run, bike-a-thon, bookmark, poster, essay contest, classroom door decorating contest, etc.
  - Promote Red Ribbon at your school's sporting events by handing out red ribbons, providing information about Red Ribbon Week, and have you and your parents say a drug free pledge.
  - Also, I encourage you to talk with me about the events in the community, your ideas, and possible ways you can partner with the local DEA office.
- Here are sample pledges for use at Red Ribbon Week events. Parents and students can recite these pledges, or sign and post them in their homes and schools as a reminder of their pledges to be drug-free. You can access the pledges at [www.GetSmartAboutDrugs.com](http://www.GetSmartAboutDrugs.com)

### **Student's Pledge**

I pledge to stay in school and learn the things that I need to know.

I pledge to make the world a better place for kids like me to grow.

I pledge to keep my dreams alive and be all that I can be.

I pledge to help others and to keep myself drug free.

### **Parent's Pledge**

We will talk to our children about the dangers of drug abuse.

We will set clear rules for our children about not using drugs.

We will set a good example for our children by not using illegal drugs or medicine without a prescription, or abusing prescription drugs.

We will monitor our children's behavior and enforce appropriate consequences, so that our rules are respected.

We will encourage family and friends to follow the same guidelines to keep children safe from substance abuse.

I pledge to set guidelines to help children grow up safe, healthy, and drug-free.